

Appln No. 09/595,216

Amdt date September 19, 2003

Reply to Office action of June 19, 2003

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for navigating about an on screen television interactive program guide comprising the steps:

displaying a list of television programs ~~vertically~~ in a first area of a screen of a display monitor;

~~displaying an advertisement in a second area of the screen located horizontally adjacent to the first area;~~

~~moving an on screen cursor vertically to highlight a first television program listing in the first area;~~

displaying a first television program ~~represented by the first television program listing in a third~~ second area of the screen; and

~~overlaying activating a display function status on the first television program displayed on the third area of the screen ; and~~

maintaining display of the first television program in the second area of the screen responsive to a first state of the activated display function, or replacing the display of the first television program in the second area of the screen with a display of a second television program represented by a selected second television program listing responsive to a second state of the activated display function.

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2. (Currently Amended) The method of claim 1 further comprising:

~~invoking a first display status responsive to a user command;~~

~~— moving the on screen cursor vertically to highlight select a second television program listing in the first area; and~~

~~— maintaining display of the first television program represented by the first television program listing in the third area of the screen~~

displaying an icon representing the display function in an area of the screen.

3. (Currently Amended) The method of claim 1 2 further comprising:

~~— invoking a second display status responsive to a user command;~~

~~— moving the on screen cursor vertically to highlight select a third television program listing in the first area; and~~

~~— replacing the display of the first television program represented by the first television program listing in the third area of the screen with a display of a third television program represented by the third television program listing~~

displaying an icon representing a state of the display function overlaid in the third area of screen.

4. (Currently Amended) The method of claim 1 2 further comprising:

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receiving a first user command invoking a full screen television mode from the on screen television interactive program guide;

displaying a full screen television program in response to the first user command;

receiving a second user command for invoking a grid guide mode the television program guide from the full screen television program;

returning to the on screen television interactive program guide in response to the second user command; and

re-displaying the first television program represented by the first television program listing in the third area of the screen.

5. (Currently Amended) The method of claim 3, ~~1 further comprising tuning to an advertisement channel carrying the displayed advertisement~~ wherein the displayed icon representing a state of the display function is a symbol of a lock in a locked position representing the first state of the display function and a symbol of a lock in an unlocked position representing the second state of the display function.

6. (Currently Amended) The method of claim 1, wherein the ~~advertisement is selected based on a television channel being tuned to prior to invoking the interactive program guide~~ step of activating a display function comprises activating a button on a remote controller device.

7. (Currently Amended) The method of claim 1 further comprising ~~activating a function with respect to the highlighted~~

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advertisement maintaining display of the list of television programs in the first area of the screen after activation of the display function.

8. (Currently Amended) The method of claim 1 6, wherein ~~the function is displaying on the screen details about the highlighted advertisement~~ further comprising:

displaying an interactive advertisement in a third area of the screen; and

selecting the advertisement to activate an ad function.

9. (Currently Amended) The method of claim 7 8, wherein the advertisement promotes a future television program and the ad function is storing the time and channel of the future television program for later recording or viewing.

10. (Currently Amended) The method of claim 7 8, wherein the ad function is establishing a link to an Internet website for display of still images or video on the screen in the ~~second~~ third area instead of the advertisement.

11. (Currently Amended) The method of claim 7 8, wherein the ad function is establishing a link to an Internet website for display of still images or video in a fourth area of the screen different from the first and second areas.

12. (Original) The method of claim 1 further comprising:
collecting viewer profile data; and
selecting the advertisement based on the viewer profile data.

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13. (Original) The method of claim 12, wherein the viewer profile data includes viewer interaction data selected from the group consisting of viewer interactions with the interactive program guide, viewer television watching characteristics, viewer interactions with a remote control device, and viewer interactions with a computer network.

14. (Currently Amended) An interactive television system comprising:

MI a tuner for receiving a television signal carrying a television program;

a memory for storing ~~multiple types of~~ data including a ~~database of television scheduling data and a database of advertising information;~~

a display monitor coupled to the tuner and the memory, a first area of a screen of the display monitor displaying a portion of the television scheduling data ~~as vertically arranged program tiles,~~ a second area of the screen located horizontally adjacent to the first area displaying an advertisement based on the advertising information, and a ~~third~~ second area of the screen displaying the television program;

~~means highlighting a first television program listing in the first area;~~

~~means for receiving a first television signal carrying a first television program represented by the first television program listing;~~

~~means for displaying the first television program in the third area of the screen; and~~

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means for ~~overlaying~~ activating a display function status
~~on the first television program displayed on the third area of~~
~~the screen; and~~

means for maintaining display of the first television
program in the second area of the screen responsive to a first
state of the activated display function, or replacing the
display of the first television program in the second area of
the screen with a display of a second television program
represented by a selected television program from the displayed
television scheduling data, responsive to a second state of the
activated display function.

15. (Currently Amended) The system of claim 14 further
comprising:

means for ~~receiving a user command invoking a first display~~
~~status;~~

~~— means for highlighting a second television program listing~~
~~in the first area; and~~

~~— means for maintaining display of the first television~~
~~program in the third area of the screen~~ displaying an icon
representing the display function in an area of the screen.

16. (Currently Amended) The system of claim 15 further
comprising:

means for ~~receiving a user command invoking a second~~
~~display status;~~

~~— means for highlighting a third television program listing~~
~~in the first area;~~

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~~means for receiving a third television signal carrying a third television program represented by the third television program listing; and~~

~~means for replacing the display of the first television program represented by the first television program listing in the third area of the screen with a display of a television program represented by the third television program listing displaying the third television program in the third area of the screen displaying an icon representing a state of the display function overlaid in the third area of screen.~~

17. (Currently Amended) The system of claim 15 further comprising:

means for receiving a first user command invoking a full screen television mode and the on screen television interactive program guide;

means for displaying a full screen television program in response to the first user command;

means for receiving a second user command for invoking a grid guide mode the television program guide from the full screen television program;

means for returning to the on screen television interactive program guide in response to the second user command; and

means for re-displaying the television program represented by the first television program listing in the third area of the screen.

18. (Currently Amended) The interactive television system of claim 14 ~~further comprising means for tuning to an~~

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~~advertisement channel carrying the displayed advertisement~~
wherein the displayed icon representing a state of the display
function is a symbol of a lock in a locked position representing
the first state of the display function and a symbol of a lock
in an unlocked position representing the second state of the
display function.

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19. (Currently Amended) The interactive television system
of claim 14, ~~further comprising means for selecting the~~
~~advertisement based on a television channel being tuned to prior~~
~~to invoking the interactive program guide~~ wherein means for
activating a display function comprises a button on a remote
controller device.

20. (Currently Amended) The interactive television system
of claim 14 further comprising means for ~~activating a function~~
~~with respect to the selected advertisement~~ maintaining display
of the list of television programs in the first area of the
screen after activation of the display function.

21. (Currently Amended) The interactive television system
of claim 14 17, ~~wherein the function is displaying on the screen~~
~~details about the selected advertisement~~ further comprising:
means for displaying an interactive advertisement in a
third area of the screen; and
means for selecting the advertisement to activate an ad
function.

22. (Currently Amended) The interactive television system
of claim 21 17, wherein the advertisement promotes a future

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television program and the ad function is storing the time and channel of the future television program for later recording or viewing.

23. (Original) The interactive television system of claim 14 further comprising means for establishing a link to an Internet website for display of still images or video on the screen in the second area instead of the advertisement.

24. (Currently Amended) The interactive television system of claim 14 further comprising means for establishing a link to an Internet website for display of still images or video in a ~~sixth~~ third area of the screen different from the first and second areas.

25. (Original) The interactive television system of claim 14 further comprising:

means for collecting viewer profile data; and

means for selecting the advertisement based on the viewer profile data.

26. (Original) The interactive television system of claim 25, wherein the viewer profile data includes viewer interaction data selected from the group consisting of viewer interactions with the interactive program guide, viewer television watching characteristics, viewer interactions with a remote control device, and viewer interactions with a computer network.

27. (New) A method for navigating about an on screen television interactive program guide comprising the steps:

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displaying a list of television programs in a first area of a screen, wherein each of the television programs in the list of television programs is selectable by a user;

displaying a currently broadcast television program in a second area of the screen;

invoking a function from the interactive program guide; and

displaying the television program in the second area of the screen regardless of user selection of displayed list of television programs, responsive to a first state of the function, or replacing the display of the television program in the second area of the screen with a display of a second television program represented by a selected television program from the displayed list of television programs, responsive to a second state of the function.

28. (New) The method of claim 27 further comprising:

displaying an icon representing the display function in an area of the screen.

29. (New) The method of claim 27 further comprising:

displaying an icon representing a state of the display function overlaid in the third area of screen.

30. (New) The method of claim 27 further comprising:

receiving a first user command invoking a full screen television mode from the on screen television interactive program guide;

displaying a full screen television program in response to the first user command;

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receiving a second user command for invoking the television program guide from the full screen television program;

returning to the on screen television interactive program guide in response to the second user command; and

re-displaying the first television program represented by the first television program listing in the third area of the screen.

31. (New) The method of claim 29, wherein the displayed icon representing a state of the display function is a symbol of a lock in a locked position representing the first state of the display function and a symbol of a lock in an unlocked position representing the second state of the display function.

32. (New) The method of claim 27, wherein the step of activating a display function comprises activating a button on a remote controller device.

33. (New) The method of claim 27, wherein the step of activating a display function comprises activating an icon displayed in the program guide.

34. (New) The method of claim 1 further comprising maintaining display of the list of television programs in the first area of the screen after invoking the display function.
